

Message Text

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PAGE 01 NAIROB 07157 190951Z

14

ACTION AF-06

INFO OCT-01 EB-07 ISO-00 /014 W
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R 190651Z AUG 75
FM AMEMBASSY NAIROBI
TO USDOC WASHDC
INFO SECSTATE WASHDC 4656

UNCLAS NAIROBI 7157

E.O. 11652: N/A
TAGS: BEXP, KE
SUBJECT: WTDR/FTI TEXT BOOK CENTRE LTD.

REF: USDOC 11752

1. KENYA 2. CNTRY CODE 779 3. SER. NO. 0089900
4. TEXT BOOK CENTRE LTD. 5. P.O. BOX 47540 KIJABE STREET.
6. NAIROBI, KENYA.
7. ESTABL. 1949 8. EMPL: 60 9. SIZE: (20-X) MEDIUM
10. REPUTATION: (22-X) EXCELLENT.
11. SELLS ITS PRODUCTS IN FOLLOWING COUNTRIES LISTED IN
ORDER OF IMPORTANCE: KENYA, UGANDA, ZAMBIA, TANZANIA,
U.S.A. AND OTHER AFRICAN COUNTRIES.
12. RPT. DATE: 08/75.
- 13A. 27311/4513 EXP. IMP. RETL. DIST. OF TEXT BOOKS AND
- 13B. 26492/4513 WRAPPING PRODUCTS.
- 13C. 39510/513 IMP. RETL. DIST OF PENS AND MECHANICAL
PENCILS AND PENPOINTS.
- 13D. 39521/513 IMP. RETL. DIST. OF LEAD PENCILS
CRAYONS.
- 13E. 39522/513D IMP. RETL. DIST. OF ARTISTS' MATERIALS;
INTERESTED IN REPRESENTING U.S. FIRMS ON AN AGENCY
BASIS ON SUCH PRODUCTS.
- 13F. 39530/513E IMP. RETL. DIST. OF MARKING DEVICES;
INTERESTED IN IMPORTING FOR DISTRIBUTION SAME PRODUCTS.
- 13G. 39552/D INTERESTED IN REPRESENTING US FIRMS ON AN AGENCY
BASIS FOR NEW DEVELOPMENTS IN CARBON PAPER, STENCIL PAPER
ETC.

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14. CONTACT: A. P. LOUIS TITLE: COMMERCIAL EXECUTIVE.

15. CABLE: N/A 16 TELEX: N/A

17. TELEPHONE: 337337.

18. FINANCIAL REFS: ALGEMENE BANK NEDERLAND N.V. (GENERAL BANK OF THE NETHERLANDS), NAIROBI BRANCH, P.O. BOX 30262, NAIROBI.

19. TRADE REFS: LONGMANS GROUP LTD., PINNADES, HARLOW, ESSEX, UNITED KINGDOM.

20. AGENCY REPS. OF MACMILLAN SERVICES LTD., U.K. FOR BOOKS ACQ. 1968. GEORGE PHILLIP & SON LTD., U.K. FOR WALL MAPS AND ATLASES ACQ. 1968. EDUCATION PRODUCTIONS LTD., U.K. FOR BOOKS AND WALLCHART ACQ. 1968. INDIA BOOK HOUSE, INDIA FOR BOOKS ACQ. 1971. BUSINESS BOOKS, U.K. BOOKS ACQ. 1974. OCTOPUS BOOKS, NETHERLANDS FOR BOOKS ACQ. 1973. ELLIOT RIGHT WAY BOOKS, U.K. FOR BOOKS ACQ. 1974. PETER RUSSUCK LTD., U.K. FOR REPAIR GUIDES ACQ. 1973.

21. THIS COMPANY IS ONE OF THE LEADING EDUCATION BOOKS IN KENYA. IT WAS INCORPORATED IN KENYA IN 1949 AND IT SHOWS VERY HEALTHY SIGNS OF EXPANDING ITS ACTIVITIES IN THIS LINE. ANNUAL VOLUME OF BUSINESS IS OVER \$3 MILLION. THE DIRECTORS ARE KENYA CITIZENS AND ARE WELL RECOMMENDED BY THEIR BANKERS. HIGHLY RECOMMENDED AS A TRADE CONTACT FOR U.S. FIRMS WHO ARE INTERESTED IN EXPANDING AND OPENING NEW MARKETS IN BOOKS AND STATIONARY OF SUPERIOR QUALITY.

22. PREPARED BY E. R. FELIX-NYAGA. APPROVED BY: PAUL T. WALTERS AT AMEMBASSY, NAIROBI, KENYA.
LINDSTROM

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NNN

Message Attributes

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Disposition Approved on Date:
Disposition Authority: n/a
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Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Enclosure: n/a
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From: NAIROBI
Handling Restrictions: n/a
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Legacy Key: link1975/newtext/t19750840/aaaabirh.tel
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Margaret P. Grafeld
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Review Release Date: n/a
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